

Men's Motor Coats,
Newest London
Models, including Bur-
berry's Makes.

Macy's
R. H. Macy & Co.'s Attractions Are Their Low Prices

Macy's Linen Collars,
Both Sides Pure
Linen, 14c. Each; 6
for 79c.



Men's Spring Suits at \$14.75

Retail Clothiers haven't given publicity to the fact, still it is true that many of them are to-day asking \$18.00 and in some instances \$20.00 for the same grade Suits they sold last Spring at \$15.00.

We suppose each dealer has his own economic reason to justify his individual advance. In the light of the above authentic information, our statements about these Suits at \$14.75 will be distinctly interesting.

We haven't endeavored to popularize our \$14.75 Suits by offering the same quality that competitors offer at \$15.00—with 25c clipped off the price. **Not at all.**

Last Spring it was ascertained by unbiased comparisons that our Suits at \$14.75 were every whit as good as Suits elsewhere at \$17.50—and much better than the ones that rivals sold at \$15.00. This Spring we have sustained the original style standard and goodness of our \$14.75 Suits without increasing the price, while others have raised prices all along the line without bettering qualities. That is why we should sell many times more Suits this season at \$14.75 than we did last season. The assortment includes:

Blue Serge Suits
Black Serge Suits
Blue Undressed Worsteds
Black Undressed Worsteds

Fancy Cheviot Suits
Fancy Cassimere Suits
Fancy Worsteds Suits
Fancy Tweed Suits

The price is \$14.75—and the claim that they are in every way equal to Suits sold elsewhere at \$18.00 and \$20.00 is absolutely true.

Men's Topcoats at \$14.75. Every word we have said about the Suits applies with equal force to the Topcoats.

Youths' \$12.00 Suits at \$9.94. Youths' \$15.00 Suits at \$12.75.

Men's Light Weight Suede Gloves

These are ideal for either dress or street wear—gray or pearl light-weight oversewn Suede Gloves, one pearl button and buttonhole, Paris point embroidery. **\$1.24**

Men's Custom Shirts

New Spring Fabrics Are Ready
Many Beautiful Weaves From
France, England, Austria and Scotland

The Shirts are exquisite, and never have color combinations been so striking. Stripes, stripes, stripes. Your eyes almost tire looking at them. If you'd know the comfort of wearing Shirts made to your individual measurements and do not care to pay exorbitantly for it, you should give us your order. There are no better fabrics, no prettier designs than we show—and our prices are much less than they'll cost you elsewhere.

FRENCH, SCOTCH AND ENGLISH STRIPED MADRAS, simple or novel color combinations; plain negligee, \$2.49 and \$2.94; pleated bosom, \$2.99 and \$3.44.

SCOTCH CHEVIOTS, solid colors or stripes; plain negligee, \$3.44.

FRENCH, SCOTCH AND AUSTRIAN STRIPED MADRAS, light and dark grounds; plain negligee, \$3.44; pleated bosom, \$3.94.

ENGLISH, SCOTCH, FRENCH AND AUSTRIAN CORDED and Striped Dimities, Madras and Zephyrs; plain negligee, \$3.94; pleated bosom, \$4.44.

SILK-AND-LINON, Jacquard weaves and stripes; plain negligee, \$4.44; pleated bosom, \$4.94.

Men's Custom-Make Full Dress Shirts—Ready-to-Wear

These Shirts are made in our own custom shirt shop. Bosom and cuffs are fine linen imported by us from Ireland; body is made of very fine soft-finished muslin—all are coat style with cuffs attached. Were we to take your measure and make one of these Shirts for you individually, the price would be \$2.99. The specialty stores charge from \$3.50 to \$4.00.

We have a full range of sizes—and all the different sleeve lengths.

We have these Shirts for men who wish style and quality without extravagance—**\$1.98.**

Spring Shirts

Madras—a blinding assortment of stripes and the prettiest Jacquard figures you've ever seen.

Percales and Soierettes—scores of patterns—**\$1.44, \$1.98, \$2.44.**

Fifty Thousand Londres Size Manila Cigars, Box of One Hundred \$2.97

These Cigars are superior to any domestic Cigar that sells at \$5.00 a hundred. That's the verdict of disinterested judges.

\$2.00 and \$2.50 Knitted Scarfs, 94c

Here's the biggest value in Scarfs that we've ever offered. Scarfs knitted of the very finest silk—accordion and crocheted weaves—plain, ro-toned, mottled and cross-striped effects in all the newest colorings. It's the first time Men's Knitted Scarfs have been knitted in tubular style—which dispenses with the centre seam on one side and makes the Scarf reversible. They are worth \$2.00 and \$2.50.

Choice **94c**

Just From Paris.

Silk Barathos Scarfs.
Large Folded Four-in-hand Scarfs made of pure silk Barathos—which is one of the best scarfing silks made. Soft and tractable, but with plenty of substance—twenty-one of the most popular colors of the season.

Sold by others at \$2.00; our price **\$1.44**

Just From Peking.

Pongee Silk Pajamas.
Pajamas, made in Peking of genuine Chinese Pongee Silk. The lightness, strength and coolness of Pongee make it the ideal fabric for Summer Pajamas. They are made on extra large models—roomy, comfortable.

Sold by others at \$4.00; our price **\$4.49**

Our Waferflex Derby, \$2.74

Our "Waferflex" is an ideal Spring Derby—especially for young men. The favorite model is low crown, broad flat brim.

Made of fine fur felt, gros grain silk band and binding, imported leather inner band.

It is light, graceful, flexible and self-conforming—black only. Same quality is sold elsewhere at \$3.50; our price, **\$2.74.**

Our Waferflex always gives permanent satisfaction.

The New "Parchment" Flex Derby

This season we introduce a new FLEX Derby. It is called "Parchment," and hundreds of them should be sold. Body made of clear nutria fur, which is yielded by the coupo, a beaver-like animal whose habitat is South America; finest silk band and banding. The same quality is sold elsewhere at \$6.00; our price **\$4.49.**

\$2.50 to \$4.00 Derby Hats at \$1.88

These Derbies would be remarkably cheap at \$1.88 if they were seconds. But they are strictly standard—full measure—in respect to quality. If you'd know why we offer \$2.50 to \$4.00 Derbies at **\$1.88** we'll tell you:

Some of them are the Spring samples of a prominent manufacturer; the balance represents a factory clean-up. That's why we secured them at reduced prices.

\$2.00 to \$3.50 Soft Hats at \$1.49

These are broken lines, aggregating about 400 Hats. Among them are some of Stetson's Black Hats in small shapes. All are from our regular stock—black, tan, brown, pearl and beaver—choice at **\$1.49.**

Here Is the Tackle

No use overhauling the old Tackle when you can buy new at the following prices:

Sample Fishing Rods

Here are nearly one hundred Fishing Rods—mostly split bamboo of various sizes and weights for fly and bait fishing. They became a little scratched when serving as samples.

Regular prices, \$2.97 to \$8.94; Present prices, **\$1.98 to \$4.96**

SPLIT BAMBOO FLY OR BAIT RODS, three piece, extra tip, cork grip, nickel-plated mounting, silk-wound, solid metal reel seat; value \$2.00; special **\$1.30.**

SPLIT BAMBOO FLY OR BAIT RODS, extra good quality Calcutta bamboo; cork grip, nickel-plated mounting, wound with two-color silks at close intervals; value \$3.50; special **\$2.49.**

STEEL BAIT AND FLY RODS, three pieces with detachable butt; corrugated nickel reel seat; value \$2.00; special **\$1.30.**

STEEL BAIT CASTING ROD, fitted with special large double ring guides; large agate tip and first guide; 5 1/2 ft. long; special **\$2.97.**

QUADRUPLE CASTING REELS, steel pivots and pinions, hard rubber sides; click and drag; 40-yd., **\$1.49;** 60-yd., **\$1.99;** 100-yd., **\$2.49.**

RECORD CASTING REELS, quadruple multiplying model; rubber side plates, steel pivots, axle and pinions; 80-yd., **\$2.00;** 100-yd., **\$2.49.**

"Senate" Double Multiplying Reels, jewel bearings; hard rubber sides, click and drag; 40-yd., **\$1.49;** 60-yd., **\$1.99;** 80-yd., **\$1.79.**

Other Rods in stock, ranging from 44c to \$9.74

Braided Irish Linen Lines, 50 yds., **34c.**

Enamelled Waterproofed Silk Lines, 25 yds., **\$1.13.**

Good variety of styles, 10c to 34c.

Small Wooden Minnows, 44c to 48c.

Fish Hooks, spring steel brands; including sprout, Carlisle, Aberdeen, Snack, Pennell, O'Shaughnessy and other popular brands; snelled with good quality gut; package of six, 9c to 24c.

Havana Cigars—Reina Victoria Size

Regular Price \$10.00 to \$11.00 Per Hundred

Special at **\$5.94** Per Hundred

If we were to name the brand, there's no question about what the result would be. However, we agreed not to advertise it. The Cigar is a popular seller in all the high-class cigar stores.



The chances in favor of our making a hit with your boy are about 180 to 1.

130 patterns in boys' Norfolk and double-breasted suits from which to pick a suit for 1 boy.

Like the men's suits this year, our boys' suits include many rough faced fabrics, Donagals and Bannockburns for instance.

Why long any longer, you long legged boy?

Your long trouser suits are here; boys' suits all over, in spite of the long trousers.

A bargain right off the bat! 2880 pairs of boys' stockings—double heel and toe, "two-ribbed."

25c. every-day.

3 pairs for 50c. to-day.

Fast black of course.

Another bargain, for between the innings.

Boys' sweater jackets.

Unusually good—regularly they would be \$2.00.

\$1.35 makes them a "special."

Sizing weight.

Caps—

Made to match many of our boys' suits.

Draw colors ready for small boys.

Soft attached collars endear

"Star" shirts and "Star" blouses to boys.

"Khaki-flannel" for instance

makes a splendid blouse for hard play; **\$1.25 and \$1.50.**

Boys' "Star" blouses and shirts without collars.

For the active, healthy boy—

"Star" nainsook athletic underwear—knee drawers and sleeveless shirts.

Same fine quality as the men's "Star" nainsook.

Boys' riding breeches are

one of the "hard things to find" that are so easily picked up here.

All boys like "Injuns."

Red-Man collars come in their sizes too.

"Basswood" and "Mashie" are favorites.

Both close-fitting fold-overs, with rounded corners.

"Mashie" a little lower.

ROGERS PEET & COMPANY.

Three Broadway Stores

at 13th st. at 34th St.

Warren St.

at 13th st. at 34th St.

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at 13th st. at 34th St.

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Men's Clothing

Individuality in style, fashionable fabrics and good tailoring are among the strong points of the Suits that are included in this week's Clothing Exposition at our Broadway Store.

From \$15.00 up to the most elegant silk-lined suit at \$40.00, our fabrics are all wool.

Our Young Men's Suits in the new "Harvard" and "Broadway" styles are meeting with splendid success. The patterns include some very handsome stripes, checks and plaids.

\$15.00 to \$32.00.

Browning, King & Co



Broadway, at Third Avenue
Copper Spire, opposite Fifth Street
Brooklyn: Fulton Street at Duane



Experience Teaches.

Every reason is a theory—until it is tried out. After that it is a fallacy or a fact. In other words, experience is the furnace which tests everything.

If proof is required of the good which Surface Car Advertising in New York City has accomplished—all we ask to be allowed to do is to point to the long list of prominent business successes which this medium has made.

We call it the Approval of Experience.

We have the exclusive control and sale of all advertising space in the

New York City Surface Cars
And 5th Avenue Auto Buses

No patent medicines or objectionable announcements. Study the cards—we have a standard.

New York City Car Advertising Company
225 Fifth Avenue
Telephone 4680 Madison

AMUSEMENTS.

MADISON SQ. GARDEN
LAST 8 DAYS
Last 3 Performances, Saturday April 23.

CARNUM-BAILEY

400 SINGS
50 CLOWNS
125 JOKES
6 FILLED
100 CAGE ZOO

Adm. 25c and 50c. Box 50c. Children under 10 years, half price to afternoon performances.

ASTOR 4th St. N.Y. City. Mat. 25c. Wed. Mat. 25c. Sat. 25c.

COMEDY 4th St. N.Y. City. Mat. 25c. Sat. 25c.

THE TRAVELING SALESMAN

POPULAR PRICES. Mat. 25c. Sat. 25c.

WALLACE 4th St. N.Y. City. Mat. 25c. Sat. 25c.

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